

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 105329  
**Alt Order #:** 06839844  
**Product Desc:** DCCC  
**Estimate:** 1472  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/08/12 / 08/08/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	82	\$55,775.00	\$47,408.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	82	\$55,775.00	\$47,408.75	0.00
<b>Totals</b>	<b>82</b>	<b>\$55,775.00</b>	<b>\$47,408.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	30%	\$55,775.00
Market	100%	\$185,916.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$50,197.50
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$31,605.83
KTUD	1%	\$1,859.17
KVVU	17%	\$31,605.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$14,873.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	MTWTF--			5		\$325.00		0.00				

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E 1	KSNV	09/18/12	09/24/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$325.00		0.00			
E 2	KSNV	09/18/12	09/24/12	Wake Up Early w/ Wagner Wake Up Early Wagner WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWT--S					5	\$200.00		0.00			
E 3	KSNV	09/18/12	09/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$1,000.00		0.00			
E 4	KSNV	09/18/12	09/24/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					4	\$1,500.00		0.00			
E 5	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 6	KSNV	09/22/12	09/22/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$625.00		0.00			
E 7	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$325.00		0.00			
E 8	KSNV	09/23/12	09/23/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$750.00		0.00			
E 9	KSNV	09/23/12	09/23/12	News 3 Today Wknd News 3 Today NEWS 3 TODAY/WKEND	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 10	KSNV	09/23/12	09/23/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$500.00		0.00			
E 11	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd Hr M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$750.00		0.00			
E 12	KSNV	09/18/12	09/24/12	M-F Today Show III 4th Hr Today 4th Hour TODAY SHOW III	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					5	\$325.00		0.00			
E 13	KSNV	09/18/12	09/24/12		CM	11am-12pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00

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Rachael Ray Rachael Ray RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    5    \$325.00    0.00															
E 14	KSNV	09/18/12	09/24/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    5    \$425.00    0.00															
E 15	KSNV	09/18/12	09/24/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    5    \$325.00    0.00															
E 16	KSNV	09/18/12	09/24/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    3    \$325.00    0.00															
E 17	KSNV	09/18/12	09/24/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    3    \$450.00    0.00															
E 18	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    4    \$600.00    0.00															
E 19	KSNV	09/18/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    5    \$700.00    0.00															
E 20	KSNV	09/18/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    5    \$1,000.00    0.00															
E 21	KSNV	09/22/12	09/22/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -----S-    1    \$650.00    0.00															
E 22	KSNV	09/18/12	09/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
Wheel of Fortune/Jeop <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    2    \$1,000.00    0.00															
E 23	KSNV	09/18/12	09/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$800.00	1	0.00	NM	5	\$4,000.00
Face to Face <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF--    5    \$800.00    0.00															
E 24	KSNV	09/22/12	09/22/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
Vegas Inc <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    -----S-    1    \$375.00    0.00															
E 25	KSNV	09/24/12	09/24/12		CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Mon PR 8-10p Monday Prime 8-10pm THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12    09/30/12    M- - - - -    1    \$4,000.00    0.00															
E 26	KSNV	09/21/12	09/21/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	- - - - F - -	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    - - - - F - -    1    \$2,600.00    0.00															
E 27	KSNV	09/18/12	09/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF - -	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF - -    2    \$1,200.00    0.00															
E 28	KSNV	09/22/12	09/22/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	- - - - - S -	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12    09/23/12    - - - - - S -    1    \$1,100.00    0.00															
E 29	KSNV	09/18/12	09/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF - -	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/18/12    09/24/12    MTWTF - -    2    \$750.00    0.00															
													Totals	82	\$55,775.00